



**Water Conservation Awareness  
2015-2017**





# Our Leadership

- Howard Kalmenson, President and CEO
- Jim Kalmenson, First Senior Vice President
- John Paley, VP, Corporate and Community Relations
  - Tony Bonnici, VP/GM Las Vegas NV
    - Dane Wilt, GM Reno NV
    - Kevin O'Rourke, GM Fresno CA
    - Greg Holcomb, GM Bakersfield CA
  - Dan Crotty, GM KIRN Los Angeles (Farsi Station)
    - Ken Kwilosz, GM Tucson AZ
    - Jorge Esquilin, GM Sacramento CA



# Lotus Communications Corporation

Lotus currently owns and operates a total of 37 radio stations in Arizona, California, and Nevada. The formats consist of 17 English, 19 Spanish, and 1 Farsi.


**Our mission:** To serve our community with our radio signals through public information.

**Our partnership with Water 411:** Began in 2000 with Shan Fazeli, President and CEO of Water 411. We launched our water conservation awareness on our Farsi Station KIRN in Los Angeles and shortly after Mr. Kalmenson extended it to the rest of our stations for on going education of our communities.

**2015 and Beyond:** Our mandate until further notice is for all our stations to continue on message about water conservation awareness.



# Awareness Campaign

- Parody 
- Water Conservation Tips

Produced and rotated 45 different water conservation tips.

- Fun
- Informative (We payed close attention to all the regulations)
- Culturally Sensitive
- Block Program
  - (English) <https://app.box.com/s/zunc5iqd9n0oa7vfjcjxqolp8be3co4w>

Special Hosts: Felicia Marcus, Steve Moore, Francis Spivy-Weber.

- (Spanish) <https://app.box.com/s/fyijoipvnzgj7kzgr21ju8ggw8rz2p26>

Special Hosts: Miryam Barajas

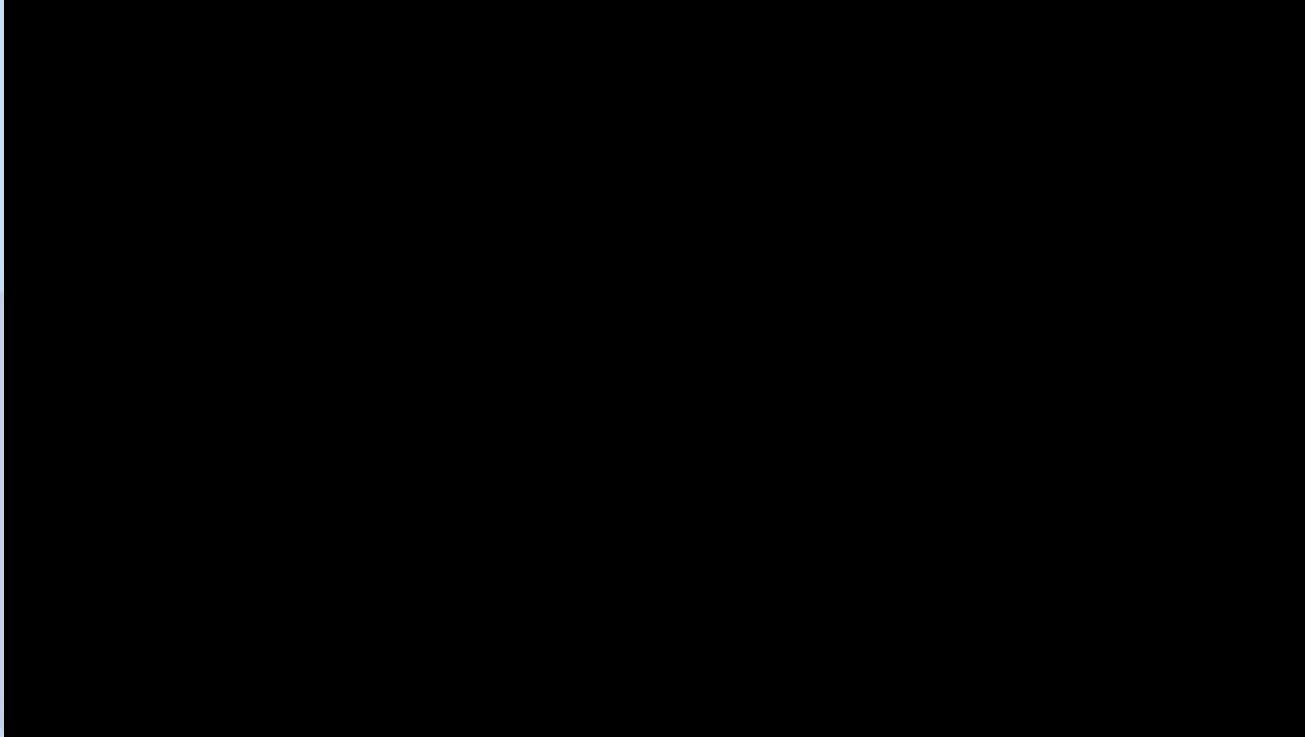


# Continue Awareness Campaign

- Lotus stations combined donated over \$350,000 annually since 2015.
- Porterville
  - We localized message to the Fresno and Bakersfield markets to help connect residents of Porterville to water access.



# Video



# Thank you!

